RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #619822
Mr. B. Finkle
WUSTEFELD CO.

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Bruce:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as 30 skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is **not** 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	1	12300-11226	1 **(12M)**	12300-11212
Light Box	2	12300-11926	1 **(6M)**	12300-11906
Ult Lt Box	1	12300-70326	1 **(6M)**	12300-70306

Product / Premium Arrival: **February 23, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

DISPLAY DETAIL (#538994)
SKU CUBE : **1.6700**
SKU WT (w/o Product): **4.5000 lbs**
Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: **4 Full Price Cartons**

EFT $ Amount: **$1,928.99**

PARTNERS 'BONUS' REPORTING DESCRIPTION **'WIN MAR B2G1F'**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:
* **4 CARTONS:**
  2 WINSTON LT BOX
  1 WINSTON FF BOX
  1 WINSTON ULT LT BOX
  EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162303
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 619822 WUSTEFELD CANDY CO., INC. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0033
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162320	177018	MOOREWOOD IGA	MAIN STREET	NORTH CREEK	NY	12853	1				(518)251-2775
162303		651685	S&D CONVENIENT	951 STATE ST.	SCHENECTADY	NY	12305	1				(518)393-6171
162304		700518	2ND AVE LAUNDRY MAT	616 2ND AVE	LANSINGBURG	NY	12182	1				(518)238-1028
162305		636360	ZIMA MINI MARKET	155 HENRY JOHNSON	ALBANY	NY	12206	1				(518)465-5703
162305		733014	STOP ONE MARKET	159 N ALLEN ST	ALBANY	NY	12206	1				(518)435-0466
162305	162322	362019	LARK ST NEWS & GROC	252 LARK ST	ALBANY	NY	12210	1				(518)465-5800
162305	162322	575489	CAPITAL NEWS	232 WASHINGTON AV	ALBANY	NY	12210	1				(518)465-6925
162305	162322	636357	R&A GROCERY	267 CENTRAL AVENU	ALBANY	NY	12206	1				(518)436-8475
162305	162326	733501	DELAWARE NEWSROOMIN	454 DELAWARE AVE	ALBANY	NY	12209	1			184857	(518)465-4232
162305	162322	752669	EMPIRE NEWS & GROCE	10 DELAWARE AVE	ALBANY	NY	12210	1				(518)426-1543
162305	162322	764401	SAM'S SHOPPE	438 CENTRAL AVE	ALBANY	NY	12206	1				(000)453-9654
162305	162326	767623	SUNNY'S DELI	334 DELAWARE AVE	ALBANY	NY	12209	1				(518)463-5306
162305	162326	769975	.99 & MORE DISCOUNT	141 S PEARL ST	ALBANY	NY	12202	1			99MORE	(518)436-7618
162305	162326	777268	ALBANY FIVE STAR	354 S PEARL ST	ALBANY	NY	12202	3				(518)426-2314
162305		794531	CAPITOL DISCOUNT	107 CENTRAL AVE	ALBANY	NY	12206	1				(618)427-9750
162305		794568	CLINTON MARKET	484 CLINTON AVE	ALBANY	NY	12206	1				(518)434-4882
162306	162326	681153	ZENATH PETROLEUM	RT. 66 & 9H	GHENT	NY	12075	1			COBBLE H	(518)828-5829
162306	162326	700515	AVERILL PARK MARKET	1636 BURDEN LAKE	AVERILL PARK	NY	12018	1				(518)674-3821
162306	162325	727872	AB GROCERY	AB CONVENIENCE	TROY	NY	12180	1				(518)274-0162
162306		600961	RIVER STORE	867 RIVER ST	TROY	NY	12180	1				(518)273-7324
162306		665013	SANEA PLACE	75 WASHINGTON AVE	RENSSELAER	NY	12144	1				(518)463-4573
162306		717429	STAR MINI MART	196 1ST ST	TROY	NY	12180	1				(518)274-6574

PAGE BREAK TOTAL ACCOUNTS 22 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 22 TOTAL QUANTITY 24

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WHOLESALER PACKING INSTRUCTIONS

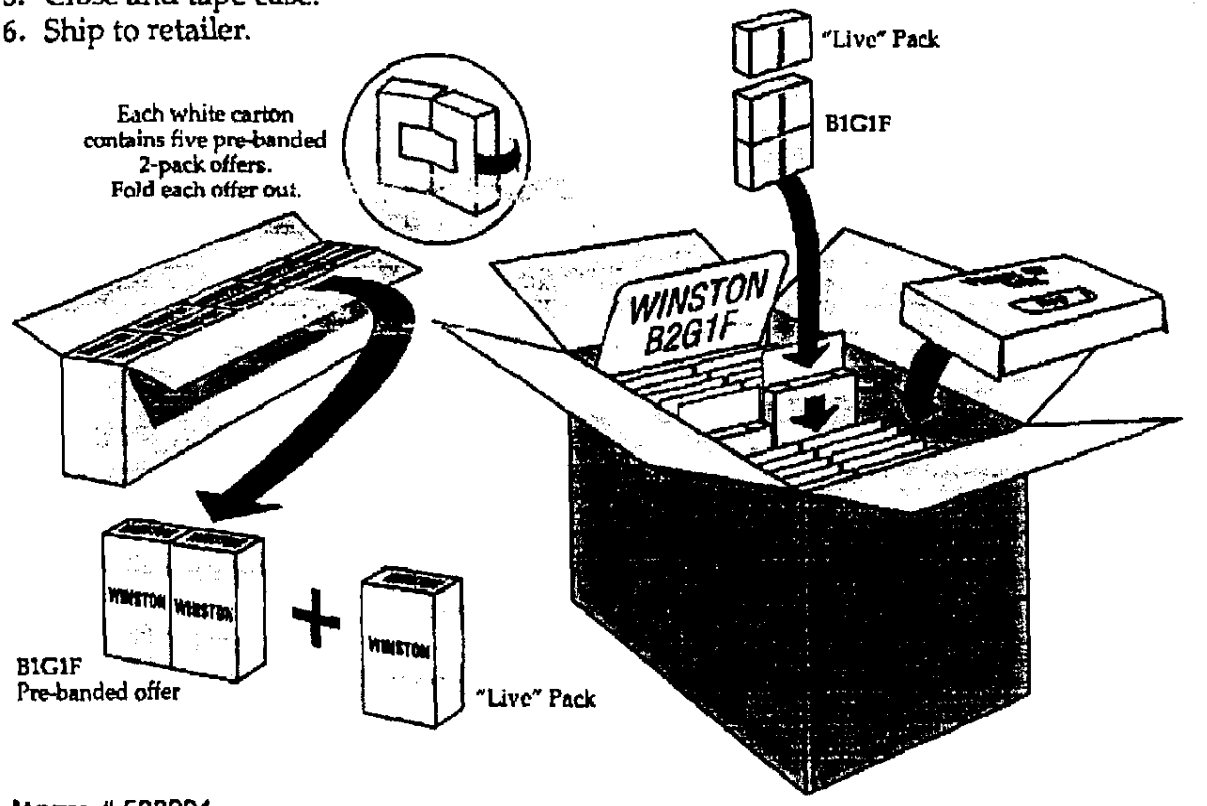
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. **Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.**
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994
Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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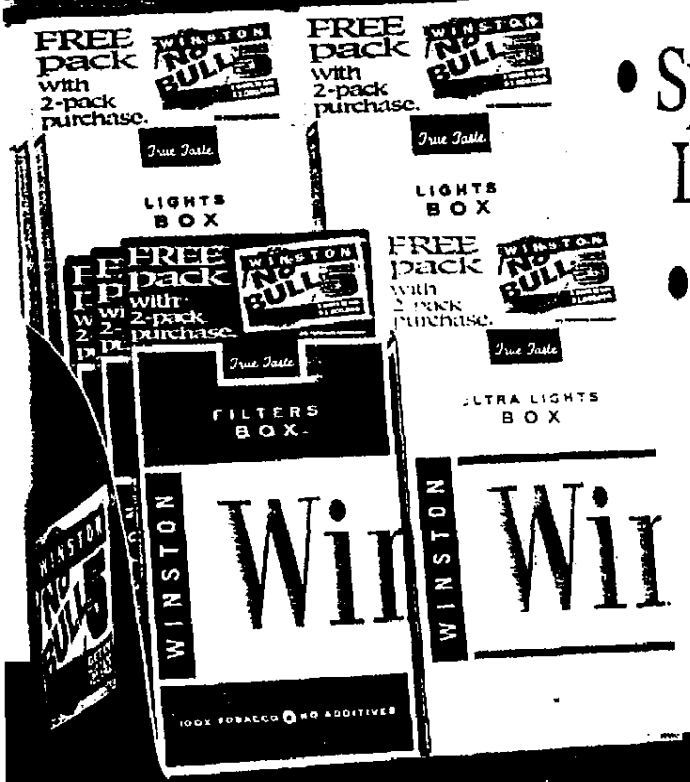
FREE pack with 2-pack purchase

Smoke this.

FREE pack

with 2-pack purchase.



- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.

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Winston

WINSTON NO BULL 5 DEAL

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